



# West Allis Charities, Inc.

*A Gem in the Community - since 1964*

August 1, 2009

Good Day to All of You,

The West Allis Charities, like many other businesses, is analyzing all parts of its organization and redefining roles, processes, procedures, and expenses. We have been weighing each expense against our mission to ensure they equate to the support of our *Five Project Focus*. Parades, unfortunately, are not a responsible way to spend our funds.

Over 20 years ago, the West Allis Charities took over funding and organizing the Christmas Parade as a “thank you” to the community for supporting West Allis Western Days. The majority of the funding for the parade came out of the profits from the Western Days fundraising event. We have always solicited donations from business owners on the parade route, financial institutions, and individuals, who watch the parade, via E-mail, press releases, and letters. There has been limited support from businesses on the parade route (even though they monetarily benefit) and minor contributions from individuals. It has been a few financial institutions, like Waterstone Bank, and Quad Graphics, who have stepped forward to make sure the tradition continued in our city. We have often stated, “If 100 businesses donated \$100 or if each person, who enjoys the parade donated \$1 dollar each year, the Christmas Parade could continue every year without solicitations for funds.”

Although we enjoy organizing the parade, fresh faces are needed to learn the tips and tricks. Eventually, the new regime would be able to take over the parade. The next edition of the Charities’ newsletter is requesting help from the West Allis community. We have \$2,500 to put toward the 2009 Christmas Parade, which were funds donated to us for that purpose. We will not use funds intended for our *Five Project Focus*. The temporary, financial needs of the residents of our community are more important to us. We need to be there for them when they need us.



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Our members will be mentors for those individuals who come forward and want to learn how to organize and execute a successful Christmas parade. We are asking the City of West Allis, the WA/WM Chamber of Commerce, and the Business Improvement District to help raise the balance of the funds needed for the 2009 Christmas Parade. The estimated parade cost, based on previous year budgets, will be \$10,000-\$12,000.

We truly hope everyone understands our position as a charitable organization, whose mission is to support individuals, groups, and organizations in the West Allis community while establishing positive, community projects promoting health, literacy, education, safety, and networking. We look forward to working with everyone in the positive transition to a new team of individuals dedicated to keeping the Christmas Parade tradition alive in West Allis. The West Allis Charities organization will keep our focus centered on fundraising and contributions improving the quality of life for the residents of the West Allis community.

Best regards,

*Mr. Bill Potocic*  
President

*Ms. TJ Meyers-Jansky*  
First Vice President

*Mrs. Marge Larson*  
Treasurer & Parade Chairperson

**Jeanette Wardinski**

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**From:** TJ Meyers-Jansky [westallischarities@yahoo.com]  
**Sent:** Monday, October 12, 2009 1:05 PM  
**To:** Jeanette Wardinski; Dan Devine  
**Cc:** dswied@sbcglobal.net; Marge Larson; Diane; Diane Brandt  
**Subject:** 2009 Christmas Parade - Please Forward to the Common Council

Good Afternoon,

The letter below was sent via E-mail and hard copies were provided to the City of West Allis, the BID, and the WA/WM Chamber of Commerce in August 2009 explaining our financial position for the parade and our involvement in future parades. Dave Wied has also spoken to members of the Celebrations Committee about our position and need to focus on our mission.

We are requesting the information be presented to the Common Council for discussion at the October 2009 meeting.

We are unable to take on the 2009 financial responsibility past the \$5,000 already acquired for the parade, per Marge Larson and our Executive Board. In addition, after 2009, we will not be able to finance / acquire the funding, nor will we be in charge of the parade. We will assist any new group / organization, who steps forward to take it over.

If there is any other information required, please let me know. Thank you.

Best regards,  
Ms. TJ Meyers-Jansky  
414.520.2262

Written and Submitted August 2009:

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